

B. SAMPLE TECHNICAL EVALUATION WORKSHEET NO. 2

RFP NO: _____

OFFEROR: _____ EVALUATOR: _____

FACTOR 1: PAST PERFORMANCE.

Rating System:	Poor	1 - 7 points
	Fair/Satisfactory	8 - 12 points
	Good	13 - 16 points
	Excellent	17 - 20 points

INSTRUCTIONS: "Past Performance" refers to an offeror's reputation for satisfying its customers by delivering quality work in a timely manner at a reasonable cost. Past performance also includes an offeror's reputation for integrity, reasonable and cooperative conduct, and commitment to customer satisfaction.

In reviewing the offeror's past performance the Government will consider information obtained from the offeror; from other sources, including past and present customers and their current and former employees; past and present subcontractors and their current and former employees; current and former employees of the offeror; Federal, State and local government agencies (including court records); and private consumer protection organizations. In reviewing past performance, the following subfactors will be considered in descending order of importance. Weights have been assigned to the subfactors to reflect this distinction.

Total Possible Score = 480

a. Management.

Raw score _____ x 10 (subfactor weight) = _____

b. Quality of Work.

Raw score _____ x 8 (subfactor weight) = _____

c. Schedule Compliance.

Raw score _____ x 6 (subfactor weight) = _____

Total weighted score _____ Rank _____ Adjectival Rating _____

Rationale for rating (narrative) on separate page.

TEW No. 2 (continued)

FACTOR 2: EXPERIENCE.

Rating System:	Poor	1 - 4 points
	Fair/Satisfactory	5 - 8 points
	Good	9 - 12 points
	Excellent	13 - 16 points

INSTRUCTIONS: Experience will be evaluated and scored based on the depth and breadth of the offeror's experience, as conveyed in the offeror's proposal, in managing and executing the features of work identical or similar to those associated with this project. In assessing this experience, the following subfactors will be considered in descending order of importance. Each subfactor will be rated separately and then an overall factored rating will be established. Because experience in accomplishing the same or similar type of work required for this project is considered to be more important than the other four subfactors, weights have been assigned to each subfactor to reflect this.

Total Possible Score = 416.

a. Experience in the completion of minor construction, maintenance and repair of military facilities, associated equipment and distribution systems at multiple sites.

Raw score ____ x 8 (subfactor weight) = _____

b. Experience in contracts in Egypt.

Raw score ____ x 6 (subfactor weight) = _____

c. Experience in cost contracts.

Raw score ____ x 5 (subfactor weight) = _____

d. Experience in operation and maintenance of utility plants and distribution systems.

Raw score ____ x 4 (subfactor weight) = _____

e. Experience in the design of minor construction and repair projects.

Raw score ____ x 3 (subfactor weight) = _____

Total weighted score _____ Rank _____ Adjectival Rating _____

Rationale for rating (narrative) on separate page.

TEW No. 2 (continued)

FACTOR 3: MANAGEMENT/EXECUTION PLAN.

Rating System:	Poor	1 - 4 points
	Fair/Satisfactory	5 - 8 points
	Good	9 - 12 points
	Excellent	13 - 16 points

INSTRUCTIONS: The offeror's proposed management and execution plan will be evaluated as to planning and completing the contracted effort. The proposal will be rated also to confirm that it includes all elements specified in the proposal preparation instructions in the RFP and that it conforms to the RFP-specified project milestones and completion terms. In assessing this factor, the following subfactors will be considered in descending order of importance. Each subfactor will be rated separately and then an overall factored rating will be established.

Total Possible Score = 320.

- a. Construction Plan.
Raw score ____ x 6 (subfactor weight) = _____
- b. Project Examples.
Raw score ____ x 5 (subfactor weight) = _____
- c. Project planning and control.
Raw score ____ x 4 (subfactor weight) = _____
- d. Plan for management of subcontractors.
Raw score ____ x 3 (subfactor weight) = _____
- e. Manpower utilization plan.
Raw score ____ x 2 (subfactor weight) = _____

Rationale for rating (narrative) on separate page.

Rating system definitions must be included here;

"Excellent means"

"Good means"

"Fair or satisfactory means"

"Poor means"

"Unacceptable means"

TEW No. 2 (continued)

TECHNICAL EVALUATION NARRATIVE WORKSHEET

List of Strengths, Major Weaknesses and Performance Risks

Proposer: _____ Evaluator: _____ Date: _____

Evaluation Criteria

Major
Strengths

Major
Weaknesses

Performance Risks

FACTOR 1: PAST PERFORMANCE.

a. Management

b. Quality of Work

c. Schedule

TEW No. 2 (continued)

FACTOR 2: EXPERIENCE.

a. Similar work

b. Egypt Contracts

c. Cost contracts

TEW No. 2 (continued)

d. Plant O&M

e. Design

TEW No. 2 (continued)

FACTOR 3: MANAGEMENT/EXECUTION PLAN.

a. Construction Plan

b. Project Examples

c. Planning/Control

TEW No. 2 (continued)

d. Mgmt. of Subs

e. Manpower Util

TEW No. 2 (continued)

CHECKLIST OF SOURCE SELECTION EVALUATION BOARD TASKS

1. Review RFP.
2. Prepare detailed proposal evaluation plan.
3. Accomplish preliminary review of each proposal for conformance with format and data required.
4. Report to the Contracting Officer on proposals which are nonconforming to the extent that comparable evaluation cannot be made with other proposals under established criteria.
5. Make preliminary independent evaluation of each proposal accepted for evaluation in strict accordance with the established process.
6. Reach a consensus on the score of each individual proposal.
7. Furnish data to the Contracting Officer for determination of firms within the competitive range.
8. Assist in conducting discussions with offerors in the competitive range.
9. Make final tech evaluation of proposals in the competitive range (BAFOs).
10. Brief the Contracting Officer on final tech evaluations (BAFOs).
11. Forward BAFO evaluation data to source selection official.
12. Prepare final board report for the record.
13. Debrief firms not selected, on a request basis.

SAMPLE: RATING AND SCORING PLAN

SUBJECT: Source Selection

1. Rating, Ranking, and Scoring:

a. Definitions of the rating criteria are as follows:

Evaluation Grades:

Excellent. To receive this rating, the offeror must satisfy all requirements of solicitation for this element and exceed most. In addition, the offeror can provide some special contribution to this element of the project. For example: The offeror has successful experience that is very specifically applicable to a critical element of the project.

Good. To receive this rating, the offeror must satisfy all requirements of the solicitation for this element and exceed some. In addition, the offeror demonstrates that he is highly qualified to perform this element of the project.

Fair or Satisfactory. To receive this rating, the offeror must clearly and completely satisfy all the requirements of the solicitation for this element. The offeror demonstrates that he can reasonably be expected to perform this aspect of the project.

Poor. To receive this rating, the proposal minimally satisfies the requirements of the solicitation for this element. Weaknesses and risks are apparent which will likely impact successful performance, or neutralize strengths in the proposal.

Conditionally Acceptable. To receive this rating, the offeror minimally satisfies most, but not all, minimum requirements of the solicitation for this element and is susceptible to being made satisfactory through revisions of the originally submitted materials, if discussions are conducted.

Unacceptable. To receive this rating, the proposal has major omissions or misunderstandings or has completely omitted significant details which demonstrate the offeror's lack of understanding of RFP requirements. The proposal cannot meet minimum requirements without major revisions to the proposal, or the offeror cannot meet minimum requirements at all.

SAMPLE RATING AND SCORING PLAN (CONTINUED)

b. Rating Technique. The following rating technique shall be used:

(1) The basic requirements checklist provided shall be completed for each offeror prior to proposal evaluations. The items listed are basic proposal requirements, all of which must be met in order for the proposal to be evaluated further.

(2) Each evaluator should make an independent evaluation and assign an adjectival rating and numerical score for each of the RFP evaluation factors and significant subfactors. Individual evaluators shall document the strengths, weaknesses, and risks of each proposal. Individual ratings shall be supported by rationale for that rating in light of the scoring definitions in 1a., above.

(3) Upon completion of individual evaluations and rating of each of the individual evaluation elements, each evaluator shall enter a composite rating for each evaluation factor on the worksheet for each proposal and document the justification for the rating in the accompanying narrative. Narrative must describe strengths, significant weaknesses (deficiencies), and performance risks of each proposal, and the possible effects of these elements on the project. Following individual evaluations, a matrix will be prepared reflecting individual scoring and ranking of proposals.

(4) Upon completion of the matrix, the technical evaluation team will meet in committee with the technical evaluation chairman to reach a consensus and arrive at a single score and adjectival rating for each element of each offer. The consensus score and rating shall be entered on the matrix; each consensus score shall be supported by a narrative of the consensus determination of proposal strengths, weaknesses (deficiencies), and performance risks, and a narrative explanation of the consensus score, including resolution of individual evaluator concerns, as appropriate, in light of the scoring definitions in 1a., above.

(5) The technical evaluation committee chairman shall prepare a final technical evaluation team report on the evaluation consensus results, and submit the report to the SSA. The technical evaluation team will provide further input to the SSA regarding the evaluation process and results, as requested by the SSA.

2. Cost/Price Evaluation: The proposed cost or price of each offeror's proposal shall be compared with the Government estimate by a representative of CETAC-EC-MC. In addition, an assessment will be made as to the reasonableness, realism (for cost-reimbursement contracts), and competitiveness, of the offeror's proposed costs. Results of the cost/price evaluation shall be fully documented in writing.

SAMPLE DEFINITIONS FOR PROPOSAL TECHNICAL EVALUATION

DEFINITIONS FOR PROPOSAL EVALUATION

Outstanding. To receive this rating, the offeror must satisfy all requirements of solicitation for this element and exceed most. In addition, the offeror has an outstanding approach and special qualification for the element being evaluated. The offeror demonstrates either through experience or effective preparation some special contribution to this element of the project. The offeror has successful experience that is very specifically applicable to this element of the project. Offerors cannot be downgraded for failing to exceed RFP requirements.

Excellent. To receive this rating, the offeror must satisfy all requirements of the solicitation for this element and exceed most. For experience, the offeror demonstrates, through experience, it is highly qualified to perform this element of the project.

Satisfactory. To receive this rating, the offeror must satisfy all requirements of solicitation for this element. The offeror demonstrates it can reasonably be expected to perform this element of the project. For experience, the offeror has experience which can be applied to this element of the project. Risks to successful performance are low.

Minimally or Marginally Acceptable. To receive this rating, the offeror minimally satisfies all solicitation requirements for this element. However, although the proposal is not technically deficient in any element, one or more technical elements of the proposal are weak. Risks to successful performance are moderate to high.

Conditionally Acceptable. To receive this rating, the offeror satisfies most, but not all, requirements of the solicitation for this element, but has major risks, deficiencies or weaknesses which may be susceptible to being made satisfactory through revision (either through clarification or discussion) of the originally submitted materials.

Technically Unacceptable. To receive this rating, the proposal must have major omissions or misunderstandings, or has completely omitted details which indicate the offeror's lack of understanding the scope of work. The proposal cannot meet requirements without major revisions involving essentially a rewrite of the proposal, or cannot meet the RFP requirements at all.

Ranking Technique. By consensus, the technical evaluation team shall assign an adjectival rating and consensus score for each evaluation factor upon which a proposal was rated, and an overall adjectival rating and consensus score to each proposal. Using the Proposal

Scoring Sheet provided, the Chairman shall enter the consensus scores and ratings for each evaluation factor and overall. Rank proposals according to overall adjectival ratings and scores.

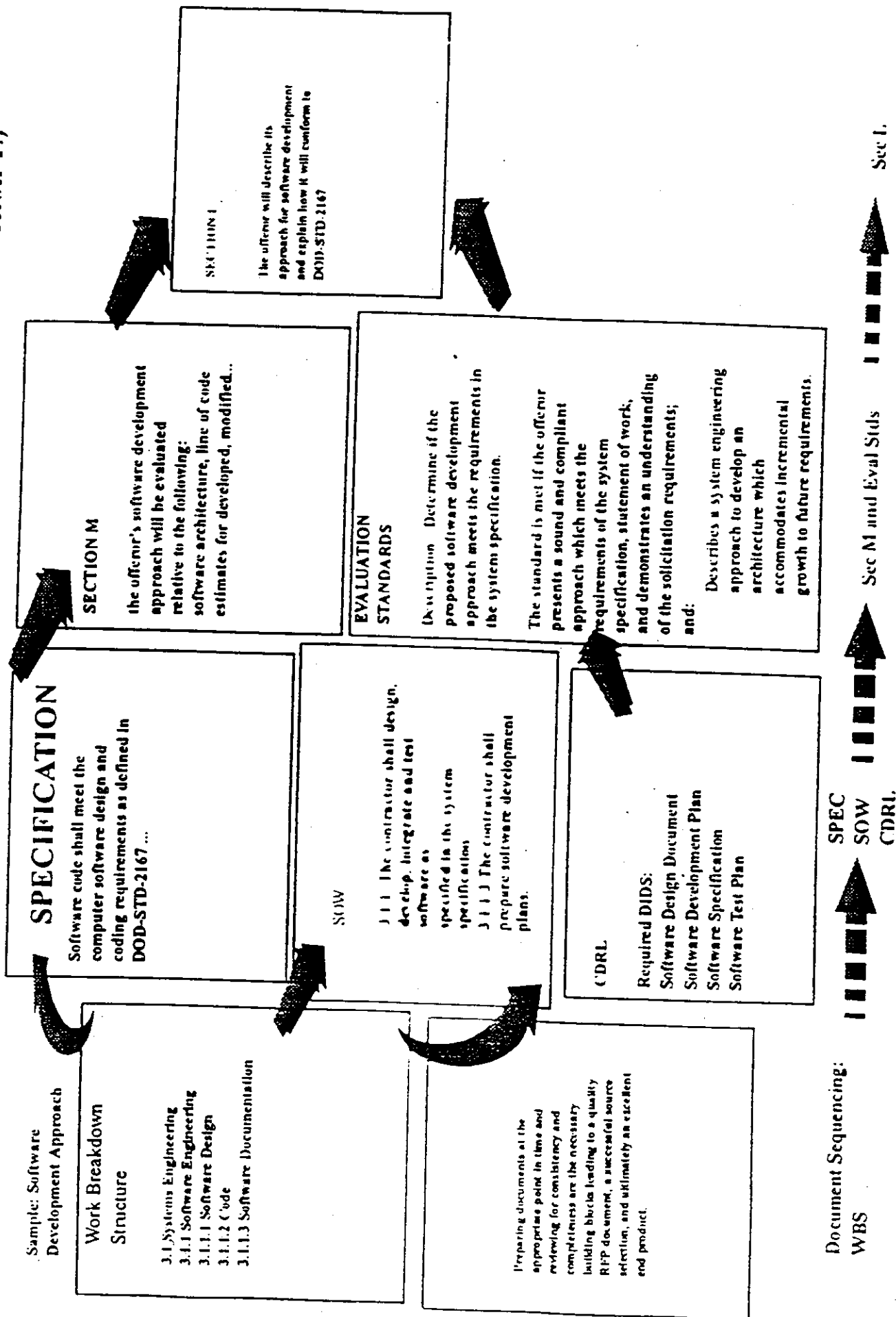
SAMPLE: POINT SCORING BREAKDOWN

ADJECTIVE SCORING CRITERIA

Adjective	3 Point System	5 Point System	7 Point System	10 Point System	20 Point System	30 Point System
Outstanding	3	5	7	10	16 – 20	25 – 30
Excellent	2	4	5 – 6	7 – 9	11 – 15	16 – 24
Satisfactory	1	3	3 – 4	4 – 6	6 – 10	8 – 15
Conditionally Acceptable	NA	1 – 2	1 – 2	1 – 3	1 – 5	1 – 7
Technically Unacceptable	0	0	0	0	0	0

Note that certain points representing borderline scores can satisfy either of two adjectival ratings depending on narrative justification.

APPENDIX C: TRACKING SAMPLE (WBS, SPEC, SOW, CDRL, Section M, Evaluation Standards and Section I.)



CHAPTER 3: EVALUATION FACTORS, SUBFACTORS, AND ELEMENTS

300 GENERAL

1. This Chapter describes the factors, subfactors, and elements used in evaluation of proposals and discusses the manner in which the SEB will develop, describe, and structure such factors, subfactors, and elements.
2. The SEB's responsibility is to provide analysis of proposals to aid the SSO in selecting the offeror(s) who best meets the Government's requirements at a reasonable cost.
3. In making a selection, the SSO normally considers four evaluation factors: a. Mission Suitability (which reflects how well the offerors can be expected to perform the work from a technical and management perspective); b. Cost (which reflects what it will probably cost the Government to do business with the offerors); c. Relevant Experience and Past Performance (which reflects the amount and quality of previous work accomplished by the offerors comparable to the work to be performed under the procurement being evaluated); and d. Other Considerations (which are those considerations, stated in the RFP, other than Mission Suitability, Cost, and Relevant Experience and Past Performance that can affect contract performance).
4. Performing the proposed work properly (Mission Suitability) is always important, and so is the probable cost of performing that work. Probable cost is not necessarily the offeror's estimate of costs; rather, it is the SEB's assessment of what the proposed work is likely to cost. Depending on circumstances, relevant experience and past performance or other considerations may or may not be of prime importance.
5. The SEB evaluates proposals with respect to the four evaluation factors, as follows:
 - a. Mission Suitability. This factor indicates, for each offeror, the merit or excellence of the work to be performed or product to be delivered. It includes, as appropriate, both technical and management subfactors. Because this factor can be

highly technical and must be integrated in order to convey an overall evaluation of relative merit, Mission Suitability and its supporting subfactors shall be numerically weighted and scored. Elements may or may not be numerically weighted and scored.

- b. Cost. This factor evaluates what each offeror's proposal will probably cost the Government should it be selected for negotiations leading to award. Proposed costs are analyzed to determine the probable "cost of doing business" based upon the offeror's proposed approach. Further, this analysis identifies and assesses the impact of features that cause a proposal to cost more or less than other proposals. (See paragraph 302 for detailed coverage.) Cost is not numerically weighted or scored.
- c. Relevant Experience and Past Performance. This factor indicates the relevant quantitative and qualitative aspects of each offeror's record of performing services or delivering products similar in size, content, and complexity to the requirements of the instant procurement. The Relevant Experience and Past Performance factor provides an opportunity to evaluate the quality of goods and services provided by the offeror(s) to the agency and other Government organizations. The agency has acquired a substantial amount of firsthand experience and past performance data over a variety of program and contract efforts. Evaluation of this factor also utilizes relevant experience and past performance data from programs acquired by other Governmental organizations, covering both prime and subcontractor performance. The Relevant Experience and Past Performance factor is not numerically weighted or scored.
- d. Other Considerations. This factor includes those considerations other than Mission Suitability, Cost, and Relevant Experience and Past Performance. They include, but are not limited to, such items as: financial condition, labor relations considerations, small and small disadvantaged business considerations, and geographic distribution of subcontracts. Other Considerations is not numerically weighted or scored.

6. Mission Suitability is the only factor which is numerically weighted (normally 1000 points) and scored. Further, each Mission Suitability subfactor is numerically weighted and scored. The sum of the subfactor weights will total the weight of the Mission Suitability factor. A subfactor may, at the discretion of the SEB, be divided into discrete elements which, in total, comprise the subfactor evaluation area. If deemed conducive to the evaluation process, the SEB may weigh and score individual elements of a subfactor. The sum of the weights of the individual elements will equal the weight of the subfactor.
7. The general format for inclusion of the factors, subfactors, and elements in the RFP are:
 - a. Factor (numerically scored)--Mission Suitability
 - Grouping/Category (not numerically scored) - i.e., Technical or Management (optional)
 - (1) Subfactor (numerically scored)
 - (2) Subfactor (numerically scored)
 - (3) Subfactor (numerically scored)
 - Element (optional). May or may not be numerically scored.
 - b. Factor (not numerically scored)--Cost
 - c. Factor (not numerically scored)--Relevant Experience and Past Performance
 - d. Factor (not numerically scored)--Other Considerations

301 MISSION SUITABILITY

1. EVALUATION SUBFACTORS

- a. Evaluation subfactors are the weighted areas within the Mission Suitability factor that further identify, for proposal preparation and evaluation purposes, the content of the factor. Examples of Mission Suitability subfactors found by experience to be relevant to many procurements are: Understanding of the Requirement; Management Plan; Key Personnel; Corporate or Company Resources; and

Excellence of Proposed Design for hardware procurements. However, citation of these specific subfactors is not intended to be restrictive or all inclusive. The nature and thrust of the requirements and objectives of the procurement may logically call for the use of some subfactors titled and described in a somewhat different manner than those described below:

- (1) Understanding of the Requirement. An offeror's proposal reflects how well the offeror comprehends the work and the data requirements. The offeror's proposal should be examined and analyzed to evaluate the offeror's understanding of the requirements set forth in the RFP. Understanding of the requirement can be evaluated as a separate subfactor or can be evaluated as an element to be considered as a part of the evaluation of each subfactor. Although costs are analyzed separately from Mission Suitability, they may be significant in indicating an offeror's understanding of the resources, human and material, required for performance of the contract. Accordingly, technical personnel assigned to committees or panels, in evaluation of the Mission Suitability factor pursuant to the weighted subfactors and elements, may be given access to the cost proposals or portions of the cost proposals to help determine the offeror's understanding of the requirements of the RFP. Such cost information may also help them to assess the validity of the offeror's approach to performing the work in accordance with the requirements. Cost realism, or the lack thereof, should enter into the SEB's assessment of the measure of understanding possessed by each offeror. Normally this would entail a consideration of cost realism in the evaluation of all subfactors and elements wherein understanding is an essential concept. Similarly, an offeror's justification or rationale for proposed costs can give insight into how well the work to be performed is understood.

(2) Management Plan

- (a) The offeror's management plan sets forth the offeror's approach for efficiently managing the work as demonstrated by the proposed organization, the recognition of essential management functions, and the effective overall integration of these functions.
- (b) The management plan describes the project organization proposed for the work, including internal operations and lines of authority, together with external interfaces and relationships with the Government, major subcontractors, and associate contractors. When properly prepared, the authority of the project manager, the project manager's relationship to the next echelon of management, and the project manager's command of company resources can be ascertained from the management plan. Likewise, the management plan provides schedules necessary for the logical and timely pursuit of the work, accompanied by a description of the offeror's work plan.

- (3) Excellence of Proposed Design. In hardware acquisition, design of the product is generally a major aspect of competition. In order to arrive at an informed judgment, the SSO may require the SEB's evaluation of the merits of competing designs in relationship to the stated requirement. In evaluating the proposed designs, the SEB should consider the resources required to perform the work inherent in the differing designs. Evaluation of design may extend to whatever subsystem level is deemed appropriate by the SEB and may include producibility, reliability, maintainability, and, as applicable, warranties.

(4) Key Personnel

- (a) Thorough evaluation of proposed key personnel is usually one of the most vital aspects of SEB activity.

(b) Experience demonstrates that the qualifications and performance of a few people--the top half-dozen or so directly involved managers--are extremely important to successful accomplishment of a contract. For evaluation purposes, the SEB may designate a separate subfactor entitled "Key Personnel." The SEB may define the number and identity of the key personnel for each offeror in the solicitation or may, subject to such limitations as the SEB deems appropriate to assure a reasonable basis for comparison, permit each offeror to define its own key personnel consistent with its proposed organization.

(c) Written resumes should be the baseline from which the evaluation of key personnel begins. Personal reference checks with people knowledgeable of an individual's training, experience, and performance constitute part of this baseline; these should be made at levels commensurate with the role of the individual in the program or project involved. However, the written and/or oral discussions, if conducted, will include all offerors in the competitive range and may be used to establish the relative merits of personnel proposed by each competing firm.

(d) The presentation to the SSO must clearly and concisely set forth the results of the evaluation and discussion, including the strengths and weaknesses of each offeror's key personnel.

(5) Corporate or Company Resources. The SEB should assess the resources proposed by each offeror in the general areas of human resources and facilities. For example, are the proper skill mixes and numbers of people to do the work being offered? Does the offeror propose facilities and, where

required, special test equipment suitable and adequate to assure timely performance of the work? If the offeror does not possess adequate resources internally, is there a demonstration of the ability to acquire them through subcontracts or otherwise?

- b. Elements that further define the content of each subfactor may be used. If individually numerically scored, these elements must be revealed in the RFP and must be assigned a specific weighting in the SEB's evaluation plan as a portion of the total points allotted. If they are not numerically scored, identification in the RFP is not required.
- c. Establishment of evaluation subfactors, elements, and their weights requires judgment on a case-by-case basis. The subfactors and elements established and included in the RFP will then be utilized to determine each offeror's rating in Mission Suitability, including its understanding of the requirements, approach to the work, and the competence of personnel to be directly involved.
- d. By carefully considering the requirement(s) to be satisfied through the products or services being procured, the SEB should be able to identify, analyze, and score discrete subfactors and, where appropriate, elements that determine how well the proposed product or service can be expected to meet the demands of the specific requirement(s). If individual subfactors, elements, and their weights are prudently established, the integrated scores of the subfactors and elements will give a representative picture of the merit of each offeror's Mission Suitability.
- e. (1) In structuring evaluation subfactors and elements, emphasis should be placed on identification of significant discriminators. Proliferation of subfactors and elements results in a leveling or averaging out of scores over all proposals. Too many subfactors and elements are detrimental to effective evaluation of proposals. Further, clearly defining each evaluation subfactor and element helps to avoid overlap and redundancy. Avoiding such overlap assures an offeror is not scored in two or more areas for the same work.

- (2) The following example conveys one approach to describing a subfactor, utilizing elements, in an RFP. Within the "management plan" subfactor the following elements may be determined by the SEB as most suitable to assess how well each offeror's overall management proposal would contribute to the probability of performing the contract in an excellent manner: (a) management approach and organization; (b) staffing plan; and (c) management systems.
- f. For each subfactor and element, there should be detailed instructions provided in the RFP's Section L, "Instructions, Conditions, and Notices to Offerors or Quoters," specifying what supporting information should be included in the proposals and the specific format to be used. This increases the probability that SEB evaluators will be provided necessary data in the format easiest to understand and evaluate relative to the subfactors and elements assigned for evaluation and assessment. Thought given to carefully structuring these instructions will generally result in proposals that address what the Government is most interested in relative to the work to be performed. For example, if the evaluation will utilize SEB committees or SEB panels, instructions for proposal preparation in the RFP's Section L that direct offerors to group together information required by such committees or panels will facilitate and accelerate the evaluation process.
- g. Where the procurement involves acquisition of a major system under NMI 7100.14, "Major System Acquisitions," and the evaluation is to identify the most promising system design concept(s) to be selected for further exploration, the evaluation should also address the benefits to be derived by tradeoffs, where feasible, among technical performance, acquisition cost, ownership cost, and time to develop and procure.

2. WEIGHTING OF FACTORS, SUBFACTORS, AND ELEMENTS

- a. Numerical weights shall be used for evaluating the Mission Suitability factor for competing offerors.

- b. (1) Once the Mission Suitability subfactors are established, the SEB will determine the weight assigned to each. Likewise, if elements are established, the SEB will determine the weight, if any, assigned to each. The proposed subfactors, elements, and weights will be presented to the SSO or designee for approval. The weight assigned to each subfactor and, if numerically scored, each element must reflect its relative importance within the overall Mission Suitability factor. In conjunction, an evaluation plan covering not only Mission Suitability evaluation, but all evaluation factors (Mission Suitability, Cost, Relevant Experience and Past Performance, and Other Considerations) will be established by the SEB (see Chapter 4). Mission Suitability evaluation subfactors, elements, and their weights shall be established and approved in advance of RFP issuance. The four factors and their supporting subfactors and, if numerically scored, elements shall be described in the RFP's Section M, "Evaluation Factors for Award," and the weights associated with the individual Mission Suitability subfactors and elements shall be revealed in Section M as well. However, care should be taken to avoid the impression of a mathematical evaluation devoid of judgment. The weights are intended to be used by the SSO as a guideline.
- (2) If all evaluation factors are considered by the SEB to be of approximately equal importance, a statement to that effect shall be included in the RFP. However, if there is a difference in the level of importance among the factors, then a statement shall be included in the RFP to advise the offerors of the relative importance of the factors. In this regard, one example of a statement that might be appropriate, depending on the nature of the requirements, type of contract, and objectives of the acquisition, is as follows:

"Of the four evaluation factors identified above, Mission Suitability and Cost are most important, and, as related to each other, are approximately equal in importance. The Relevant Experience and Past Performance factor is of somewhat less importance than

either Mission Suitability or Cost, and the Other Considerations factor is of considerably less importance than Relevant Experience and Past Performance.

The subfactors to be used in evaluating Mission Suitability and their corresponding weights are listed below in descending order of importance:

Understanding of the Requirement
(40 percent)
Excellence of Proposed Design
(30 percent)
Management Plan (15 percent)
Key Personnel (10 percent)
Corporate or Company Resources
(5 percent)

The numerical weights assigned to the five subfactors identified above are indicative of the relative importance of those evaluation areas. The weights will be utilized only as a guide."

302 COST

1. Before issuing a solicitation, the contracting officer and technical personnel shall (when it is feasible to do so) develop a Government cost estimate for the planned acquisition. Estimates can range from simple budgetary estimates to complex estimates based on inspection of the product itself and review of such items as drawings, specifications, and prior data. The SEB is tasked with the responsibility to ensure that the Government cost estimate properly reflects the effort to which the RFP applies.
2. In the Cost factor evaluation, the SEB shall analyze the proposed costs or prices of all offerors. The SEB may use any and all tools available in performing these analyses including information in the Armed Services Procurement Manual (ASPM). However, the required depth of the analysis is subject to the criteria in FAR 15.804. The SEB shall advise the SSO concerning--
 - a. The costs or prices as proposed by all offerors, including those not within the competitive range;

- b. The comparison of costs proposed by all offerors, with the independent Government cost estimate, when feasible;
 - c. The realism of costs proposed by all offerors determined to be within the competitive range. Cost realism is a review of the proposal to determine if the overall costs proposed are realistic for the work to be performed, if the costs reflect an offeror's understanding of the requirements, and if the costs are consistent with the various elements of the technical proposal. This type of analysis will be used in the Cost area and Mission Suitability or other technical areas;
 - d. The probable cost to the Government of, at a minimum, each proposal within the competitive range. If it appears to the SEB that any offeror's approach(es) or plan(s) for accomplishing the proposed work will require modification in order to be acceptable to the Government, the SEB shall identify and assess the modification required, determine the probable cost of such modification, and include that probable cost assessment in its report to the SSO;
 - e. The differences in business methods, operating procedures, and practices as they impact cost; and
 - f. Its level of confidence in the probable cost assessments as they pertain to each fully evaluated proposal.
3. The probable cost should reflect the SEB's best estimate of the cost of any contract which might result from that offeror's proposal, including any recommended additions or reductions in personnel, equipment, or materials. To the extent that the recommended additions or reductions reflect a lack of understanding of the requirements of the RFP, that lack of understanding should be reflected in the scoring of the Mission Suitability factor, subfactors, and elements.
4. A well-defined statement of work reflecting clear, concise work breakdown structures is of great value in obtaining well-structured proposals and in allowing the SEB to understand and assess proposed costs.

5. All cost categories and amounts present in an offeror's cost proposal (including options) are to be analyzed by the SEB and reported to the SSO. In the event SEB members have different opinions as to the cost analyses and assessments of probable costs, these differing opinions should be reported to the SSO to aid in forming an opinion regarding the confidence to be attributed to the analyses and assessments.

303 RELEVANT EXPERIENCE AND PAST PERFORMANCE

1. This factor has been established to give relevant experience and past performance proper emphasis in the evaluation and selection process. Assessments to be made regarding relevant experience and past performance, particularly past performance, may be extremely difficult. In more straightforward cases, this assessment may be based upon well-documented and highly reliable evidence portraying favorable or unfavorable experience and past performance. More often, these assessments will be made from data presenting a less-than-optimum degree of well-documented evidence of a company's experience and past performance. The problem for the SEB will be establishing an acceptable degree of confidence that the data sources are providing an impartial, fair, and accurate representation of relevant experience and past performance. The SEB must be extremely careful in making the judgments and conclusions required under this factor but must not hesitate to assess relevant experience and past performance, positively or negatively, when the information received would reasonably support such an assessment.
2. This factor addresses evaluation of overall relevant experience and past performance for the company, not the experience and past performance of individuals involved with contract performance; the latter are to be evaluated under key personnel within the Mission Suitability factor.
3. Relevant experience reflects the accomplishment of work by an offeror that is comparable to or related to the work or effort required under the instant procurement. Programs or projects of comparable magnitude that include technical, cost, schedule, and management constraints similar to those expected to be encountered in the instant procurement are clearly relevant.